

The Billboard

The World's Foremost Amusement Weekly

MARCH 14, 1942

15 Cents

Vol. 54. No. 11



"Be Happy" With
LOUIS PRIMA
and His Orchestra

OKOH RECORDS

Exclusive Management: Music Corporation of America

KEEP THEM SMILING—KEEP THEM FLYING



For the Safety of Us All

BUY U.S. DEFENSE BONDS and STAMPS



LET US HELP YOU RAISE MONEY TO BUY BOMBERS

THE BEST IN GRANDSTAND ATTRACTIONS FOR
FAIRS-PARKS-CELEBRATIONS

Just a Few of Our Many Standard Acts

**COLONEL WILBUR
and JUANITA**

"Sworderith of Duellie"
 The most daring sharp-shooting act and the
 only one of its kind in the world.

AERIAL CHAPPELS

2 Men—115 Ft. High
 One upside-down, wrangle-out, high in air
 act. Original and breath-taking. No acts or
 safety device.

**JACK KING
and his
DEVIL DODGERS**

Sensational Thrill Show
 Rolling—Crawling—Slouching—
 Butting—Leap Jump Over Bar.

**FEARLESS
JIM DARING**

Performing Top of Sweeping Pole
 100 Feet High
 Featuring First Upside-Down Slide for Life;
 Geyring Quality.

FEARLESS FLYERS

World Renowned
 Sensational
 Flying Rotors Act

**LIPPINCOTT The
and Company Magician**

The Man Who Makes Himself Disappear
 New 1942 Super Mystery Show. Grand Dis-
 play of Magic Wanders, Objects, Illusions,
 Magic and Joke.

We Give the Same Satisfactory Service to the Small Fairs and Celebrations as We Do to the Large Ones

THE BEST IN TALENT FOR
HOTELS · NIGHT CLUBS · THEATERS · SUMMER RESORTS · BALLROOMS

Outstanding Acts of All Types
 Name Bands—Strollers—Novelty Instrumentalists

Servicing You With a Single Act or a Complete
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162 NORTH STATE STREET

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CHICAGO, ILLINOIS

A COMPLETE BOOKING SERVICE FOR ALL ENTERTAINMENT



CONGRATULATIONS * **ALAN** and BEST WISHES

Best to you, Alan . . .

JIMMY DORSEY

and his Orchestra

Featuring music by
BOB GARLEY and EILEEN FOWELL

5,000,000 JIMMY DORSEY
—DECCA RECORDS IN '41

and here are our latest DECCA
SUCCESS-BREAKING hit-parade (see already
coming ITING!)
I SAID NO
ANYHOW ANYHOW TANGHT ME DANCING
IN A HURRY
NOT MEINE
EVERYTHING I LOVE
WHEN THE MUSIC BLOOM AGAIN
DROPP ME A LIVE

Personal Management
WILL DORTON
Manager
GENERAL AMUSEMENT CORP.

Good Luck to you, Alan!

Best wishes from
THE SHORTEST MUSIC THIS
SIDE OF HEAVEN
brought to you
by

GUY LOMBARDO

AND HIS ROYAL CANADIANS



4199—HOW DO I KNOW IT'S REAL?
TENDT WON'T BE A SHORTAGE OF
LOVE
4177—BLUES IN THE NIGHT
FLANNIE AND JOHNNY

DECCA
RECORDING ARTISTS

Keep 'Em Spinning, Alan!

The Best There's Nothing America

CLAUDE THORNHILL

and his Orchestra

currently
PALLADIUM, Hollywood, Calif.

Latest Recordings on
COLUMBIA RECORDS



Personal
Management:
SON W. MATHEIS

GRIEG'S PIANO CONCERTO
backed by I'LL PLAY FOR YOU 34538
THE LAST OF SUMMER 34539
TALKED BY JENNIFER LANE 34540
SOMEBODY IS TAKING MY PLACE 34541
backed by VA LO-LO 34542
EVERYTHING I LOVE 34543
backed by I MISS YOU DARLING 34544
AUTUMN HITCHHIKE 34545

LOUIS PRIMA

Says *

"YOU'LL BE HAPPY"
Alan Courtney

with these great
new Okah hits—
just released:



6520 TICA-TI—TICA-TA
FORGIVE ME

EXCLUSIVE MANAGEMENT MCA

Best of

GOOD LUCK
to you,
Alan Courtney,
from
LOG CABIN FARMS

ARMONK, NEW YORK

ON THE AIR:
WOR MUTUAL
COAST TO COAST

The publishers of INTERMEZZO
bring you this new CATALOGUE,
soon to be released on records

Greetings,
ALAN COURTNEY!

5 beautiful new ballads:

DARLING, I LOVE YOU

(from Tichakewitz's Cassette)

LOVE'S RHAPSODY

SONG OF THE NIGHT

MY LOVE

LOVE, YOU HAVE WON MY HEART

and a new, rattling novelty tongue-twister

DID YOU DID IT

(see Did You Didn't Did It?)

★ **EDWARD SCHUBERTH** 11 East 22nd Street
AND COMPANY, INC. New York

COURTNEY

on the 1st ANNIVERSARY
OF YOUR
WOV 1280 CLUB



**Happy, Happy Anniversary
—and many, many more—**

The Man That Plots the Sweetest Tunes
in the World

CHARLIE SPIVAK

AND HIS ORCHESTRA

currently

STRAND THEATRE, N. Y.

Here are our Latest **OKEN RECORDINGS**

ARTHUR HUBERTY TAUGHT ME DANCING IN A HURRY	STAR DREAMS	6746
I REMEMBER YOU	I REMEMBER, DEAR	6747
STAR MOM	and with SOUND SONGS	
REMEMBER PEARL	THIS IS NO LAUGHING	6410
HANSON	MAYBE	6105
	LET'S GO HOME	

Personal Management: **DON W. HAYNES**

Congratulations, Alan Courtney!

Best Wishes From

**JAN
SAVITT**

and his TOP HATTERS

bringing you TOP TALENT and
TOP TUNES as VICTOR RECORDS
BLUE SHADOWS AND WHITE CASSIDIAS
TICA TA—TICA TA
WHO CALLS?

Personal Management: **JACK KERNITZ**

Best wishes to a swell guy

ARTIE PINE

Let us wish you continued success, **Alan!**



**Tony
PASTOR**

AND HIS ORCHESTRA

•
"Let's Do It!"

all over again with this new
BLENDED RECORD version—
B11435

LAMP OF MEMORY

created with
ABSENT MINDED MOON

We're With You, Alan

Amelia's Mover and Shaker Band

HAL McINTYRE

AND HIS ORCHESTRA

Currently

QUEEN ISLAND CASINO, N. Y.

★

Latest Top

VICTOR RECORDINGS

HOW DO I SHOW IT'S REAL	WHEN THE ROSES BLOOM	21804
COMMANDER SERENADE	AGAIN	21805
LORRETTA	TANGERS	21806
SMILE, ALWAYS	FORGET FORGET	21807
REMEMBER	FORGET	21808

Personal Management: **DON W. HAYNES**

A. Abel and S. Sava

and

THE BLUE GARDENS

ARMONK, NEW YORK

—Say

Anniversary Greetings, ALAN!

on the air over WOV,
Mutual Coast-to-Coast,
Monday Thru Friday

★



The Billboard MUSIC POPULARITY CHART

 WEEK ENDING
MARCH 6, 1942

SONGS WITH MOST RADIO PLAYS

This tabulation is based on reports from the radio stations on the basis of the number number of records played during the week. It is based on the basis of the number of records played during the week. It is based on the basis of the number of records played during the week.

This compilation is based upon data supplied by ASCAP's Reporting Service.

Position	Title	Artist	Weeks
1	1. NOW DO I KNOW IT'S REAL.....	Chorus	36
2	2. DEEP IN THE HEART OF TEXAS.....	Maury Lewis	32
3	3. MISS YOU.....	Sammy Davis Jr.	32
4	4. BLUES IN THE NIGHT (Pt. 1).....	Maury Lewis	30
5	5. WHEREVER YOU ARE.....	Maury Lewis	28
6	6. HOW ABOUT YOU? (Pt. 1).....	Maury Lewis	26
7	7. LAMP OF MEMORY.....	Maury Lewis	22
8	8. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	20
9	9. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	18
10	10. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	16
11	11. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	14
12	12. A TOOT SITT.....	Maury Lewis	12
13	13. HAPPY IN LOVE (Pt. 1).....	Maury Lewis	10
14	14. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	8
15	15. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	6
16	16. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	4
17	17. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	2
18	18. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
19	19. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
20	20. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
21	21. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
22	22. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
23	23. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
24	24. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
25	25. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
26	26. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
27	27. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
28	28. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
29	29. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
30	30. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the retailers retail stores of their 10 best selling records of the week. It is based on the basis of the number of records sold during the week. It is based on the basis of the number of records sold during the week.

Position	Title	Artist	Weeks
1	1. NOW DO I KNOW IT'S REAL.....	Chorus	36
2	2. DEEP IN THE HEART OF TEXAS.....	Maury Lewis	32
3	3. MISS YOU.....	Sammy Davis Jr.	32
4	4. BLUES IN THE NIGHT (Pt. 1).....	Maury Lewis	30
5	5. WHEREVER YOU ARE.....	Maury Lewis	28
6	6. HOW ABOUT YOU? (Pt. 1).....	Maury Lewis	26
7	7. LAMP OF MEMORY.....	Maury Lewis	22
8	8. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	20
9	9. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	18
10	10. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	16
11	11. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	14
12	12. A TOOT SITT.....	Maury Lewis	12
13	13. HAPPY IN LOVE (Pt. 1).....	Maury Lewis	10
14	14. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	8
15	15. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	6
16	16. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	4
17	17. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	2
18	18. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
19	19. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
20	20. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
21	21. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
22	22. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
23	23. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
24	24. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
25	25. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
26	26. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
27	27. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
28	28. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
29	29. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
30	30. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music publishers and dealers of their 10 best selling songs of the week. It is based on the basis of the number of copies sold during the week. It is based on the basis of the number of copies sold during the week.

Position	Title	Artist	Weeks
1	1. NOW DO I KNOW IT'S REAL.....	Chorus	36
2	2. DEEP IN THE HEART OF TEXAS.....	Maury Lewis	32
3	3. MISS YOU.....	Sammy Davis Jr.	32
4	4. BLUES IN THE NIGHT (Pt. 1).....	Maury Lewis	30
5	5. WHEREVER YOU ARE.....	Maury Lewis	28
6	6. HOW ABOUT YOU? (Pt. 1).....	Maury Lewis	26
7	7. LAMP OF MEMORY.....	Maury Lewis	22
8	8. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	20
9	9. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	18
10	10. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	16
11	11. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	14
12	12. A TOOT SITT.....	Maury Lewis	12
13	13. HAPPY IN LOVE (Pt. 1).....	Maury Lewis	10
14	14. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	8
15	15. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	6
16	16. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	4
17	17. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	2
18	18. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
19	19. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
20	20. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
21	21. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
22	22. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
23	23. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
24	24. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
25	25. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
26	26. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
27	27. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
28	28. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
29	29. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
30	30. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1

LEADING MUSIC MACHINE RECORDS

This compilation is based upon reports received from the following music machine records of their 10 best selling records of the week. It is based on the basis of the number of copies sold during the week. It is based on the basis of the number of copies sold during the week.

Position	Title	Artist	Weeks
1	1. NOW DO I KNOW IT'S REAL.....	Chorus	36
2	2. DEEP IN THE HEART OF TEXAS.....	Maury Lewis	32
3	3. MISS YOU.....	Sammy Davis Jr.	32
4	4. BLUES IN THE NIGHT (Pt. 1).....	Maury Lewis	30
5	5. WHEREVER YOU ARE.....	Maury Lewis	28
6	6. HOW ABOUT YOU? (Pt. 1).....	Maury Lewis	26
7	7. LAMP OF MEMORY.....	Maury Lewis	22
8	8. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	20
9	9. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	18
10	10. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	16
11	11. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	14
12	12. A TOOT SITT.....	Maury Lewis	12
13	13. HAPPY IN LOVE (Pt. 1).....	Maury Lewis	10
14	14. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	8
15	15. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	6
16	16. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	4
17	17. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	2
18	18. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
19	19. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
20	20. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
21	21. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
22	22. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
23	23. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
24	24. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
25	25. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
26	26. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1
27	27. WHEN THE BOSS COMES AGAIN.....	Maury Lewis	1
28	28. I'LL WAIT FOR YOU (Pt. 1).....	Maury Lewis	1
29	29. I DON'T WANT TO WALK WITHOUT YOU.....	Maury Lewis	1
30	30. SOMEBODY ELSE IS TAKING MY PLACE.....	Maury Lewis	1

Hayworth Revises Rotary Schedule

WILSON, H. G., March 7.—Baltimore on time and the draft are making rate operations increasingly difficult, according to "Beetler" Maymuth, whose seat remains on the North Carolina-Virginia line to satisfactory business. Every time he gets a good haul on the dual grade line, Maymuth says, and this week he was forced to reject his work estimate to cut the circle's weekly mileage to a minimum.

Winstead Tenter Ready for Road

"Mudkey" O'Neil has been retained a principal consultant for the new series with support coming from Bud Lanning, Happy Dameron and Willie Jones. Rod Ford Smith will continue as leader of the 15-piece band, and Willie Wines is producer and stage manager. The studio live staff remains the same as it has been the last 15 seasons.

Bryant Columbus Visitor

COLUMBUS, O., March 7.—Capt. BEN Bryant of the Bryant Showboat company here recently with R. F. (Duke) Bode, manager of the Horstema Theater, on projected engagement here next fall of the Ohio River showboat actors in Duke Pacy's Cabin. Bryant also talked with several newspapermen to clarify their doubts on his proposed showing here.

Johnson Agrees With Bishop

I agree with Johnny (Smother) Moser regarding Double salaries for pop action. An artist who merely exists in the same way most people live up some angle in life all winter. I've decided that if to enjoy exist in the summer I must hustle all winter. I'll just be a year-round hustler as very few managers think about the

WANTED

For small size very under manner, Writing Men
Robertson, Mrs., York, Ontario, Michigan, in
Lithographing, Cook and Baker, Onondaga street
opening North 30 in South Georgia, Long street
Address to letter only to
OLLIE HAMILTON, Council, Ga.

[illegible]

HILA MORGAN WANTS

**WANTED FOR
F. DOUG MORGAN SHOW**

Attention! Rep Folk!

Despite the air of "reporting that permeates the field, as the result of the government's resistance on these issues and materials, 1942 shows no signs of a change in the general outlook over prospects for 1943. They feel that if ever the country's smaller communities noted encouragement, it is now. It is likely that 1942 will end at least the total number of writers on the road.

The following members lost their material and place their own contributions to these columns. At least, drop the Republic after a part, and, if you may, drop the rest of the year, where you can, what you're doing, and what your plans for the 1943 season are. We need your con-

Whitmer Gives More Info On Miss Howard—First Eco

Enters The Suburb:
Caroline Howard, who was Miss Edward J. MacDonald, was the first Mrs. in Uncle Tom's Cabin. The play was produced at the Troy (N. Y.) Museum September 27, 1850. At its first production the domestic emphasis of the play was placed on Little Eva and not Uncle Tom. Miss Howard was then a young girl. Her father, the late George (son Charles C. Howard, was owner of the theater, director of the company and also played the part of St. Clare. Her mother, the late Caroline Pax Howard, played the role Eva on Miss Howard on page 10.

Derbyshe

Chi Roller Derby Opens
CHICAGO, March 7. — The annual
National Roller Derby season opened Thursday (6)

At the Coliseum for a run of 30 nights, with the Chicago and California teams competing. On the Chicago team are Wes Anderson, Mary Yeapelle, Paul Gessell, Virginia Nalae, Marge Richards, Carl Payne and Don and Virginia Ogden.

Baltimore To Get Derby

BALTIMORE, March 2. — The Orioles City will get its first walk-in arena years when the Walkathon Speed Entry opens in the downtown Sports Center in the near future. Sports Center has a seating capacity of 5,000 and all modern facilities. Always a good spot, defense work is expected to make this show a real one.

One Year Ago
COLLEEN GORTCH had to be tossed out onto the floor . . . AL LYMAN had signed up as manager and advance man for the Howard Kaddis, according to the Associated Amateurs act . . . TERRY ANN HILSON was working for the Polack Brothers at the MINNA-DOR Theatre, Los Angeles . . . TIME TEAM-MACK was working in the Nevada City Bay Yard as an electrician . . . JIMMY KAY was working in Hollywood, managing his own studio apartment building . . . CHARLEY SALINGER was at home in Anderson, Ind., working at the Guide Lamp Company . . . JACKSON was working at the River Street Cigar Shop in Chicago . . . JOSEPHINE GUNDSVILLE was in the 1918 week at 4114 in Philadelphia

INQUIRING WIFE RECEIVED last week on Joe Palomba, Charlie Richards, Doris Merr, CBT Head, Ariella Laffay, Lew White, Jack La Rue, Tony Martin, Bob (Garry) Taylor, Vic Fink, Jack (Crash) Little, Earl Clark, Andy Dancil, Vic Fosse, Hal Hill, Duke Hall and Juanda Horne.

Showmen's League Launches Drive for Red Cross Funds

Starts ball rolling with contribution of \$2,000—co-operation of outdoor show world to be enlisted—McCaferly is chairman of outdoor committee

CHICAGO, March 7.—Showmen's League of America has announced the launch of a movement to bring together the outdoor show world in an organized effort to raise funds for the American Red Cross. The drive will be an outdoor showmen's drive, and the American Red Cross has been named as the Chicago Chapter's sponsor. The drive will be launched on March 14, and the American Red Cross has been named as the Chicago Chapter's sponsor. The drive will be launched on March 14, and the American Red Cross has been named as the Chicago Chapter's sponsor. The drive will be launched on March 14, and the American Red Cross has been named as the Chicago Chapter's sponsor.

The League's office of co-operation was recently opened at the Chicago Convention Hall. The office was opened by James C. McCaferly, chairman of the drive. The office was opened by James C. McCaferly, chairman of the drive. The office was opened by James C. McCaferly, chairman of the drive. The office was opened by James C. McCaferly, chairman of the drive.

Krekos Optimistic Over 1942; Citrus Fete Preview Good

SAN FRANCISCO, March 7.—Miss Martha's West Coast Citrus Show announced to best preview of the citrus show, which is being given at the Citrus Bowl, San Francisco, California, on March 14, 1942. The show is being given at the Citrus Bowl, San Francisco, California, on March 14, 1942.

Miss Martha's West Coast Citrus Show announced to best preview of the citrus show, which is being given at the Citrus Bowl, San Francisco, California, on March 14, 1942. The show is being given at the Citrus Bowl, San Francisco, California, on March 14, 1942.

The reports speaking to night shows, which are being given at the Citrus Bowl, San Francisco, California, on March 14, 1942. The show is being given at the Citrus Bowl, San Francisco, California, on March 14, 1942.

Alhambra Inaugural Proves Successful For Arthur's Combo

LOS ANGELES, March 7.—Arthur's Musical America Show successfully opened its first night at the Alhambra Theatre, Los Angeles, California, on March 7, 1942. The show is being given at the Alhambra Theatre, Los Angeles, California, on March 7, 1942.

RA Showfolk, Militarists Guests at Dinner Party

TAMPA, March 7.—Members of the Tampa Amateur Show and local military officials were guests of the Tampa Police Department at a dinner party given at the department's clubhouse on the Police Field House, Tampa, Florida, on March 7, 1942.

Local Chapter's program featured the show, which was given at the Tampa Police Department, Tampa, Florida, on March 7, 1942. The show is being given at the Tampa Police Department, Tampa, Florida, on March 7, 1942.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

MINNAPOLIS, Minn., Feb. 24.—The Ballyhoo Bros. Show, which is being given at the Minneapolis Convention Hall, Minneapolis, Minnesota, on March 7, 1942.

The Ballyhoo Bros. Show, which is being given at the Minneapolis Convention Hall, Minneapolis, Minnesota, on March 7, 1942. The show is being given at the Minneapolis Convention Hall, Minneapolis, Minnesota, on March 7, 1942.



J. E. EDWARDS, owner-manager of the Ballyhoo Bros. Show, which is being given at the Minneapolis Convention Hall, Minneapolis, Minnesota, on March 7, 1942.

Smith's Shows Set For Cleveland Bow

CLEVELAND, O., March 7.—Clarence E. Smith, widely known Cleveland showman, will launch a new series of shows in Cleveland, Ohio, on March 14, 1942. The show is being given at the Cleveland Convention Hall, Cleveland, Ohio, on March 14, 1942.

Smith's shows, which are being given at the Cleveland Convention Hall, Cleveland, Ohio, on March 14, 1942. The show is being given at the Cleveland Convention Hall, Cleveland, Ohio, on March 14, 1942.

SLA Auxiliary Officers Frame Chariades' Club

CHICAGO, March 7.—Pammy Jones, secretary of the Ladies' Auxiliary, International League of America, at a meeting this week in the clubhouse in the Hotel Sherman, formed an organization to be known as the "Pammy Jones Club."

The club, which is being given at the Hotel Sherman, Chicago, Illinois, on March 7, 1942. The show is being given at the Hotel Sherman, Chicago, Illinois, on March 7, 1942.

The club, which is being given at the Hotel Sherman, Chicago, Illinois, on March 7, 1942. The show is being given at the Hotel Sherman, Chicago, Illinois, on March 7, 1942.

HASC Auxiliary Highlights War Theme at Dinner

KANSAS CITY, Mo., March 7.—Dinner and a musical program, the Auxiliary of the HASC, held at the Hotel Kansas City, Kansas City, Missouri, on March 7, 1942. The show is being given at the Hotel Kansas City, Kansas City, Missouri, on March 7, 1942.

Endy Gets Business At Fort Lauderdale

FORT LAUDERDALE, Fla., March 7.—Alan Endy, who is being given at the Fort Lauderdale Convention Hall, Fort Lauderdale, Florida, on March 7, 1942. The show is being given at the Fort Lauderdale Convention Hall, Fort Lauderdale, Florida, on March 7, 1942.

Endy's shows, which are being given at the Fort Lauderdale Convention Hall, Fort Lauderdale, Florida, on March 7, 1942. The show is being given at the Fort Lauderdale Convention Hall, Fort Lauderdale, Florida, on March 7, 1942.

Ziegler & McIntyre Shows To Forsake Work in 1942

DETROIT, Mich., Feb. 24.—Because of continuing blackouts in this city, Ziegler & McIntyre Shows will quit the road this year, Peak McIntyre said today.

The shows, which play under blackouts in this city, will quit the road this year, Peak McIntyre said today. The shows, which play under blackouts in this city, will quit the road this year, Peak McIntyre said today.

The shows, which play under blackouts in this city, will quit the road this year, Peak McIntyre said today. The shows, which play under blackouts in this city, will quit the road this year, Peak McIntyre said today.

Franks Starts Work in Bacon Quarters; Debut Date Is Set

CHICAGO, Ill., March 7.—Theater manager of W. B. Franks, manager of the Franks Shows, which are being given at the Chicago Convention Hall, Chicago, Illinois, on March 7, 1942.

The Franks Shows, which are being given at the Chicago Convention Hall, Chicago, Illinois, on March 7, 1942. The show is being given at the Chicago Convention Hall, Chicago, Illinois, on March 7, 1942.

Read CARNIVAL PUBLICITY AND THE WAR

By BILL STUYDER

THE BILLBOARD'S SPRING NUMBER

Dated March 28



"My Success?—

Why, my ads in The Billboard, of course!" . . .

. . . says A. E. Selden

A Fair Man once asked Mr. Selden, The Strateghem Men, to what he attributed his success. His reply is food for thought for hundreds of other acts and attractions.

"I have something to sell, just like a manufacturer with a product. If I don't tell the buyers about it, how can I sell it? My advertising is responsible for whatever success I may have attained. I know The Billboard won't mind if I say my campaign doesn't bring act buyers running to my door. On the contrary, I have to work hard to get bookings. However, my advertising serves one important purpose—it builds confidence

in my act and makes my job of booking a hundred times easier. In fact, it makes it possible. Wherever I go, and no matter whom I contact, I find they know me—know me as the man who spends big sums of money for advertising in The Billboard. They know I have something good to sell or I couldn't continue with the campaign year after year."

Mr. Selden's experience speaks for itself. Pale Men, Park Men, Show Owners, Booking Offices and other talent buyers know when they say Selden, The Strateghem Men, they will get a good act. Build a future for yourself in a similar manner. Advertise regularly during 1942.

ADVERTISING Builds CONFIDENCE!

**The
Billboard**

BUY DEFENSE BONDS AND STAMPS NOW FOR EARLY VICTORY AND THE RETURN OF NORMAL BUSINESS

[illegible]



Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. MURD, Editor
The Billboard, Attention Only, 155 N. Clark St.,
Chicago, Ill.

Two Trends at Work

Mention was made a few weeks ago (The Billboard, February 14, 1942) that the amusement games industry is face to face with a problem of mass psychology. It was mentioned that the war period would either bring amusement games into great national prestige or serious reforms would break out against the games.

In the few weeks that have passed both trends have been at work. The reform wave started in New York City, using the publicity stunt of "turning pinball games into bullets," and has already swept into the States of New York, New Jersey, Pennsylvania and Connecticut. Partisan newspapers as far west as Minnesota used the New York situation as a basis for crusading against pinball games.

That there are strong counter-trends favorable to pinball games may be seen by some of the newspaper comments that are already on record. As far away from New York City as Montgomery, Ala., The Montgomery Advertiser said editorially: "That hardships and piety go hand in hand is indicated by dispatch from New York of a righteous crusade against pinball machines. . . . While this cracking down on pinballs savors of the proverb about the mote and the beam, if what they say about New York is true, it is at least typical of the aroused piety of a badly scared nation."

The editorial goes on to comment about the judge in New Jersey who fined a man \$25 for playing a pinball game. All of it examples of people who suddenly become pious when they really get scared. Some people point out that it is a case of real war hysteria.

Due to the war scare it is reasonable to expect that this crusading against pinball games will sweep farther than the Eastern States it has already reached. Local politicians will find the crusades a good publicity stunt in many cases, and opposition newspapers will find pinball games an alibi for crusading against city and State administrations. Powerful reform groups, like the WCTU, have not yet got into action, but such groups may eventually pick on something smaller than liquor to make a showing.

But the motives, intelligence and honesty of all these crusaders are being questioned by thinking people when they pick on minor things like pinball games.

Courts and judges are frequently influenced by waves of opinion, especially when it takes the form of a crusade, but at the same time there are always men in judicial seats that dare to speak out against these popular waves. There are politically independent newspapers that also will defend a minor thing even tho it means nothing to them. The crusaders against pinball frequently charge that nobody defends the games except those who have a financial interest in them.

There are a number of newspapers on record in favor

of pinball or rather that have spoken out against crusades on pinball games, and there is no known financial interest that these newspapers have in pinball games. As observers of what otherwise intelligent people sometimes do when they go off balance, these newspapers are simply expressing how the situation looks to people who think.

That favorable trends are also at work from many angles may be seen in a recent happening in Iowa, a State that has its full quota of crusaders against pinball. At a State teachers' convention the licensing of pinball games for obtaining school funds was recommended for presentation to the next Legislature. A candidate for office in Des Moines also declared publicly that he favored free

pinball games in schools as a means of training in discipline. The same idea was once advanced by a prominent school official in New Orleans.

When New Jersey went berserk on pinball recently, The Courier-Post (Camden, N. J.) said: "It is hard to find any consistency in allowing wide-open gambling at one place (racing), then outlawing a machine primarily on the ground that it could be used for gambling if someone wanted to make a bet on the performance of elusive balls that ring bells and turn on lights."

The real motive of all those thinking people who ask for reason on the pinball question is expressed by a Canadian judge in a recent statement:

"I do not know why amusement, which is all that is got by the operation of the machine in question, may not be properly spoken of as a help or a benefit or an advantage. In one way or another, many wise people spend a good deal of time in obtaining amusement, and to a normal person it is almost one of the necessities of life."



Many support Germany's food drive (December 1941). At least pinball games in many States and cities are also helping to support the drive. (Clipping from Jack's Life Magazine.)

MUSIC RESEARCH DISKS FOREIGN RECORDS BOOM

Once Big Jap Spots Out Now on W. C. Latin Tunes Strong

LOS ANGELES, March 7.—Only machine operators who use foreign language records are doing a good business here because of the war. Naturally the public is not playing records of the Axis powers and spots operated by Japanese nationals have been closed, but, all in all, the international record business is going strong for several reasons, a survey of operators and foreign record distributors reveals. With the closing of the Jap-operated businesses was a lull in the music to some operators, the spread of patriotics has boosted the sale of records of other countries.

The Jap record business is in out of kilter here that Japanese records are seen to be returned to the collecting post to salvage the material for other records that don't merit the same fate. Since the Japanese records are still available, however, and occasional requests come in for discs recently some people who do not have any love for the Japs but who are desirous of having what the Japs used to make. Japanese records here, however, are also better of this sort of abuse, Tokyo Tunes, West Coast representative for Standard Phonos Company, reports.

Berlin, who has his home on the edge of the foreign music business here, points out that the Japanese music will continue to be sold in this country to American-born Japanese, the latter he says, have been making records here made in Tokyo. Since war was declared, these tunes have to be stored in this country. Japanese tunes do come and go like the modern day pop tunes and a record once made is sold for months and sometimes years. Most of the tunes are of American origin adapted to the Japanese way of handling records and the Japanese artist has seemed to mimic the American singer. A popular tune used two months ago is now back here the Japs are coming of Ben Crockett and the White Brothers.

Other Foreign Records

The demand for Latin records on auto machines has been boosted by the Great Jap Jap spots on page 72)

Foreign Disks Okay For Philly Operators

PHILADELPHIA, March 7.—Foreign language records continue to be sold on an appreciable amount of coin, operators for local music machine operators. This does not mean that the foreign language-speaking groups here are not as patriotic as those who are. It is, however, that this city is dotted with new operators than a down nationalism. Just as the other nations used speed to such language groups with programs in the native tongue, the music machine owners want their patrons to hear their native music. The other two record machine men for the simple reason that this is the only medium by which they can reach their patrons. Generally, the music they want where they want it.

At present, the music entering to which Southern have reaped a harvest with foreign language recordings in record shops, and this is the best of "Latin Tunes" here. Primary reason is the fact (See Foreign Disks Okay on page 72)

Polish and Nazi Disks Out

However, since December there has been a decided change in the foreign-language play. Many private stores have been the absence of Italian recordings from the machines, even in the foreign shop in the heart of "Latin Tunes" here. Primary reason is the fact (See Foreign Disks Okay on page 72)

War Boosts Play on Polish, Spanish and International Recordings, Survey Shows

NEW YORK, March 7.—International and foreign recordings are experiencing a record boom play on the coin-operated machine, according to many Eastern operators and field representatives for the Victor International series of disks. Principal reason for this tilt in sales, say those in the field, is the stepped-up production and employment in the mining and industrial areas throughout the nation.

There was some fear in this end of the industry that the involvement of the United States in the war might curtail play and sales of foreign recordings. That this fear was unfounded has been established by increased sales since December 7. Polish language records, for example, are having a heavier sale than ever before, as are Bohemian, Italian and German. Diskers point out that in the case of the two last-named nationalities there is no "political" significance to be attached to the fact that Italians and Germans are buying and playing more of their own recordings. It is simply that these groups consist of what are American citizens; are now benefitting from increased employment.

All converted foreign platters made in this country now are folk melodies, polkas or old marches which pre-date Nazism or Fascism by many years. Also there is probably little doubt that there is a stronger feeling of nationalism among foreign-born groups here now. It is more a national feeling for the better rather than for city identity superimposed upon that country. At least this seems to be the case with the majority of such groups, according to salesmen contacting that branch of the business.

However, disk companies producing foreign recordings today are taking no chances. In more sophisticated catalog listings of tunes cut before the war crisis and which had a certain amount of propaganda bearing on nationalistic issues. All foreign and international tunes are recorded in the United States now by artists of various nationalities. Importing of records from Europe was refused to cut right after the war broke and called "Owen Martin Way." Such a strict nationality line is with the government's efforts to create better understanding with the Latin Americans. In fact, Vice-President Henry A. Wallace suggested the same idea.

Sales on Latin records have increased as a result of this country's campaign to further relations with our hemisphere neighbors. So much so that the ratio of Latin disks sold to people of Spanish descent living in the United States is far greater than the ratio of any Polish music to those of Polish descent living here in this country. In other words, Latin music has found a large and ready market.

Latin Plugging

Of the foreign staff being recorded now, Latin music is, of course, getting the major explanation. Many of the top hit tunes in the past year have come from Latin adaptations. But aside from those, Latin music is being used by the better listeners in the United States. Victor International artists brought out an album this week titled "Mexicana," and it has already been made the basis of a tie-up with NBC whereby one of the records in the album is featured on each night of NBC's Coast-to-Coast progress play on by NBC and called "Owen Martin Way." Such a strict nationality line is with the government's efforts to create better understanding with the Latin Americans. In fact, Vice-President Henry A. Wallace suggested the same idea.

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Return of All Foreign Disks

Whether or not the foreign recording field will be able to expand to reach the greater demand, however, offers another problem. Major disk companies have been so hard hit in recent months in fill orders on (See WAR BOOSTS PLAY ON page 72)

Furnish Phonos For Amusement In Canada Wilds

OTT. JOHN, N. B., March 7.—A big increase in the demand for records has resulted recently on the demand for coin machine entertainment, thus the Eastern provinces. With the opening of the new shipping and stationary mail operating season in early April, recorders will be in great demand. The opening of the logging and portable building camps this winter also machines and phonos have been supplied by the companies as a means of keeping the help occupied in their spare time and thus providing relaxation, particularly when located in the woods. At many of the lumbering towns there has been little or no entertainment of any kind except the playing of the (See PHILADELPHIA on page 72)

Polish Spots Big In Chicago Area

CHICAGO, March 7.—Play of foreign and international records has been on the upswing here since war was declared, in the opinion of leading operators and record distributors. Demand for such groups like Polish and Bohemian, has climbed to almost unbelievable levels. How much is due to the war, however, and how much to the fact that the record business in general here is booming is an unanswerable question. With the largest Polish population in the country centered here, it is only natural that Polish disks are most in order in the demand. These disks have been booming in popularity ever since the invasion of Poland. Polish records are the most popular in the city. Such recorders and Czech disks are also doing well for operators. Large sales

War Has No Effect On Foreign Disks In Detroit Spots

DETROIT, March 7.—Foreign records in the new popular listening areas appear to have been little affected by the war in Detroit, one of the most patriotic of American cities. Business operators specializing in this field privately agree, as do all national and local groups, as far as the average working class is concerned, war has not really touched the war effort.

Last of new foreign recordings is one important heading. Many are in stock at radio stations, and local businessmen ask for them, thinking tunes they hear should be on the machines. But many of these recordings are gone and old operators cannot produce them. Local recordings, such as are now being put out, do not seem to get too great a response as yet, although operators believe the tide may turn in time in the favor of foreign records. They say they know that they are not selling good recordings and that operators then on records here.

"The play per record is possibly increased by the shortage," according to Allen Lipka, in charge of the foreign records department for the British Music Company, one of the largest operators in this field. Foreign-language business tends to grow somewhat in proportion. The customers were really foreign music, recorded by foreign artists. The music was not so much of the "exotic" variety as it seems to be. They seem to find a little in the music that makes it more different and less pleasing to them.

"Most of our customers are in Polish neighborhoods. I think the Polish seem to like music that is not too modern, but perhaps any other group we are in touch with. We have Polish listeners that like the music, but not the modern, especially polkas and waltzes."

Operators generally seem to prefer avoiding the use of German records as it would mean a loss of business. But there have been very few German popsters in this spot for the past two or three years except in the case of a few, where operators use lighted good-fellowship songs of the old days, such as the old drinking songs, which are sometimes even to entertain.

Serbian, Croatian, Bulgarian, Rumanian and other foreign groups appear to be doing reasonably well. But there is some report in detail for Polish. Typical method of operating in foreign records is that used by Lipka and the Standard Phonos 15 foreign and 12 English records on each machine at the same time, with the English numbers in the center. The majority of foreign origin. Patriotic numbers of the Good-Buy type are in fair demand for their local popularity. They are gradually changed, with three new records of each group, foreign and English, added weekly.

One of Swedish people here has long made records in the foreign language consistent with the demand for Czech disks has opened since the invasion of that country.

Some of the operators are playing new Latin and South America is being felt here in the form of extra play for Spanish and Italian south-of-the-border tunes. ABC-Paramount has contributed much to making this type record more popular.

Increasing developments here, however, is the rise in popularity of international records. These four-star records include disks with English titles and lyrics made up by the Standard Phonos 15 foreign-type locations here as do disks in the native tongue. As for the local market, ABC-Paramount has contributed much to making this type record more popular. (See POLISH SPOTS on page 72)

NEW VICTOR RECORDS

and current
coinograph favorites



ARTIE SHAW'S

NEW HIT

"Just Kiddin' Around"

We're not kiddin' around when we tell you this disc is destined for big profits on every coinograph. You know how the crowds go for Shaw. This one's right in their groove—live him with clear, clarified work by Artie himself. Better give it a whirl. No. 27609.

STILL STARRING

Artie Shaw's "Roses in the Night." No. 27608.



NAL MINTYRE

His new hit—"She'll Always Remember." No. 27608.
His current favorite—"The Commandos' Serenade." No. 27708.

DUKE ELLINGTON

Coming up... fast—"I Don't Know What Kind of Blues I Got." No. 27694.

Still going strong—"I Got It Bad and That Ain't Good." No. 27631.

MAKE SURE YOU HAVE THESE
CURRENT FAVORITES

SAMMY KAYE'S "The Shrine of St. Cecilia." No. 27691.

TOMMY DORSEY'S "How About You?" No. 27749.



KEEP 'EM PLAYING

ANY BOND TODAY?
Benny Wead—27473

REMEMBER PEARL HARBOR
Sammy Kaye—27728



Order them today from your

**VICTOR-BLUEBIRD
RECORD DEALER**

RECORD BUYING GUIDE--PART 1

Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Records listed below are based on a comparison of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 10 most important operating centers in the country.

● GOING STRONG ●

I DON'T WANT TO WALK WITHOUT YOU

HARRY JAMES (Helen Forrest)..... Columbia 32475
BENNY WEAD..... Decca 4194
GUY LOMBARD..... Decca 4194

THE WHITE CLIFFS OF DOVER

(Oldie week)
RAY KYZER (Mary Rodgers-Guy Clark)..... Columbia 32445
SAMMY KAYE (Lillian Wright-Guy Clark)..... Columbia 32445
KATE SMITH..... Columbia 32445
GLENN MILLER (Ray Thompson)..... Decca 4192
TOMMY DORSEY (Ray Thompson)..... Decca 4192

ROSE O'DAY

(Oldie week)
FREDY MARTIN (Eddie Shaw)..... Decca 4192
KATE SMITH..... Columbia 32445
KATE SMITH..... Columbia 32445
KATE SMITH..... Columbia 32445

BLUES IN THE NIGHT

(Oldie week)
BOBBY HERRMAN (Wendy Herring)..... Decca 4192
TOMMY DORSEY (Wendy Herring)..... Decca 4192
JAMES LUNFORD (Wendy Herring)..... Decca 4192
CAP CALDWAY (Cap Caldway)..... Decca 4192

REMEMBER PEARL HARBOR

(Oldie week)
SAMMY KAYE (Guy Clark)..... Victor 27735

DEEP IN THE HEART OF TEXAS

(Oldie week)
ALVINO REY (Bela Blasko-Sheets)..... Decca 4192
BING CROSBY (Wendy Herring)..... Decca 4192
MARCEL LIND..... Decca 4192
HOLACE ARDRE (Wendy Herring)..... Columbia 32723

● COMING UP ●

A STRING OF PEARLS...

GLENN MILLER (No Vocal)..... Decca 4192
Just a little ahead of the list listed below is a famous record-and-songs man to the top, this fine instrumental first time has an excellent chance of making the grade, provided it reaches to hold on to the position it has at present. Its success has been guaranteed.

I SAID NO

ALVINO REY (Thomas King)..... Decca 4192
HARRY JAMES (Guy Clark)..... Decca 4192
GUY LOMBARD..... Decca 4192
POLY BOY and Company's disc is selling rapidly to push the new into "I Said No." However, many are expected that while the disc catches on to 20,000 copies, it won't sell to 10,000, falling to give much ground. But has a chance, if it can settle down, but investors of this sort wear out quickly.

MOONLIGHT COCKTAIL

GLENN MILLER (Ray Thompson)..... Decca 4192
SAMMY KAYE (Guy Clark)..... Decca 4192
Decca 4192

This good song shape up to be a contender for the higher rank, even this it is slightly behind the top listed above. Perhaps next week it will pass both of them and hit "Going Strong." Certainly should not be ignored by anyone. Miller is far and away the outstanding mid-order at this stage.

EVERYTHING I LOVE...

GLENN MILLER (Ray Thompson)..... Decca 4192
The week better disc work, this disc shape up to be a contender for the higher rank, even this it is slightly behind the top listed above. Perhaps next week it will pass both of them and hit "Going Strong." Certainly should not be ignored by anyone. Miller is far and away the outstanding mid-order at this stage.

A ZOO SUIT

RAY KYZER (Wendy Herring)..... Columbia 32445
BING CROSBY (Wendy Herring)..... Decca 4192
This week's record, all about the story who wants a zoo suit to wear to visit his zoo, has caught on for a fair, in getting excellent plugging on the radio, which, where all, continues to push the release of a new item. There are many versions of the story, but Kyzer, and so a better design, such as, so far in the lead. Should be a featured item. As a "Possibility," by the way.

SOMEBODY ELSE IS TAKING MY PLACE

BOB MORGAN (Morgans)..... Decca 4002
BENNY GOODMAN (Peggy Lee)..... Decca 4002

This new Morgan composition, mentioned in "Phonographers' weekly" again, has caught the fancy of the record operators all over the country, after a rather wily-wily start. Morgan and Goodman are doing best of all the bands and artists on the scene. Future prospects, but doing well right now.

THIS IS NO LAUGHING MATTER

CHARLIE SPARK (Spark)..... Decca 4002
GLENN MILLER (Ray Thompson)..... Decca 4192
SAMMY KAYE (Guy Clark)..... Decca 4192
DORIS DREYER (Wendy Herring)..... Decca 4192

Is being introduced by more recent artists on the scene.

Records in parentheses indicate releases. Duplications means are popular releases from disc artists.

PART TWO

All the records having been discussed in Part One and the Bill's Best Record appears on a special page in this department.

NEW BLUEBIRD RECORDS

and current
coinograph favorites



DINAH SHORE'S

NEW HIT

'Goodnight, Captain Curley-Head'

The way Dinah crosses this teaching (and you can count on it for a record run in your coinograph. A fitting holiday by the nation's favorite songstress. B-15473.

HER CURRENT FAVORITE

"Blues in the Night"—Dinah Shore. B-15436.



GLENN MILLER

His new hit—"Lamplighter's Serenade." B-15474.

His current hit—"Moonlight Cocktail." B-15461.

ALVINO REY

His latest hit—"The Army Air Corps (official song of the United States Army Air Corps—composed with "Little Hawk." B-15476.

Still going strong—"I Said No" and "Deep in the Heart of Texas." B-15393.

Be sure to get these

FREDY MARTIN

favorites

"Wherever You Are"—B-15478

"Rose O'Day"—B-15396

Keep your Coinograph cranking in
with the latest

**VICTOR-BLUEBIRD
RECORDS**

STANDARD RECORDS

SPECIALS

NEW RELEASES

- 7-2025 **RANCHERA**
Beachcomber
Rene Monte Oak.
- 7-2038 **JULIA and HENRY**
POLKA
Cry Baby Polka
Joe's Merry-Makers
- 7-2045 **HAPPY SAILOR**
Little Ingrid
Scandinavian Ambassadors

—EXTRA SPECIAL—

- 7-2048 **WHO DO YOU
THINK YOU ARE!**
Betty Bradley w. Harold Grant
and His Oak.
Stars Will Fade
Bill Dorell w. Grant's Oak.

STANDARD RECORDS

HIT PARADE

Week of March 11th

1. "WHEN MANUEL
SHAKES HIS MARACAS"
"The Good Fellow" with
Harold Grant's Oak. 7-2042
2. "CUCKOO WALTZ"
Harold Grant and His Merry
Oak. 7-2030
3. "LO-LO-LITA"
(The Girl Friend of the Army)
Red Reynolds w. Harold
Grant's Oak. 7-2007
4. "JOEY'S GOT A GIRL"
Rory Siders 7-2013
5. "FLAT TIRE POLKA"
Buck's Whiz's Orchestra 7-2034



**TERRIFIC
WHO DO YOU THINK YOU ARE!**

Red Reynolds w. Harold
Grant's Oak. 7-2007

ORDER FROM YOUR LOCAL JOHNS

STANDARD PHONO CO.
165 W. 23RD STREET
NEW YORK, N. Y.

RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record
Releases Are Most Likely To Be Needed
by Phonograph Operators

● POSSIBILITIES ●

These Records and Songs show indications of becoming future Mainstream Hits in Automatic Phonographs. Selections are based upon Radio Performance, Street Music Sales, Information from Music Publishers, the leading importance of songs in their Catalogs and upon the judgment of The Billboard's Music Department.

- WEDDY HEDMAN (Weddy Hedman).....Dance 4518**
GENE KRIPA (Gene Krupa).....Dance 4517
GLORIA JAMES (Gloria James).....Columbia 3523
CLYDE LUCAS (Clyde Lucas).....Columbia 3523
SING CHERRY (Sing Cherry).....Dance 4519

The kind of disks to try the greatest who will certainly have that old crack about "where there's a will there's a way" about the one on this beautiful and exciting ballad by all of artists listed. Plenty of promise in being just behind the one by the goldmine artist if it doesn't hit it will be because The Pink Alibi has not its single knock, and that's that's likely.

- SING CHERRY (Sing Cherry).....Dance 4518**
ALICE CITY (Alice City).....Columbia 3523
BOB HOWARD (Bob Howard).....Columbia 3523

THIS RECORD, nobody has a definite chance of becoming a money-maker in the new phonographs from all indications. Being in line, the 2000 Country-Club Song of the Month, which has been released now and will be a definite aid to playing the tune. There is a heavy for a steady-voice and the three disks listed above have that edge.

- HOW DO I KNOW IT'S.....Columbia 3523**
REAL? (Ray Kiser) (Ray Kiser).....Columbia 3523
RAY KISER (Ray Kiser).....Columbia 3523
RAY KISER (Ray Kiser).....Columbia 3523
RAY KISER (Ray Kiser).....Columbia 3523

Picked up as a record from last week's listing because of a real potential worth. If given a chance it should have a double recording the leader to keep company with the top-notches in the new future. Operators have plenty of material to choose from when buying the same and possibly make too long to give it a try.

- ANDREW SISTERS.....Dance 4518**
ANDREW SISTERS (Andrew Sisters).....Columbia 3523
ANDREW SISTERS (Andrew Sisters).....Columbia 3523
ANDREW SISTERS (Andrew Sisters).....Columbia 3523

This lovely song picked up a couple of mentions from the reports about the first listing here last week and also a couple of more artists. With the artist chosen because of the record's word balance and the song being with their loved ones to fight the role of tomorrow, song has a terrific natural impact as well as a lovely melody and operators shouldn't overlook the possibilities.

● THE WEEK'S BEST RELEASES ●

These Records from the Billboard Charts for last week show the Best Week's Releases by the 5 Major Companies, selected on basis of Commercial value from Manual Vendors. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

- DEEP IN THE HEART
OF TEXAS.....Columbia 3523**
DEEP IN THE HEART OF TEXAS (Deep Heart).....Columbia 3523

This Texas country with the classic theme is striking on with the new phonographs has the a private one. Being in line with the country side while for the music audience, adding to the effectiveness by ringing in mind and memory the effects, both the heart and the stage giving it a lasting impression.

- WHAT TO DO.....Dance 4518**
WHAT TO DO (Andrew Sisters).....Columbia 3523
WHAT TO DO (Andrew Sisters).....Columbia 3523
WHAT TO DO (Andrew Sisters).....Columbia 3523

The girls on this disk go way back to the type of song that first brought them fame and fortune and this time to the new style and sound. Since adds a different note to the song by injecting a bit of the square-dance flavor, providing a new twist and some newness to the old-timey side of the new music. Furthermore, it is a good thing to the new style, the new style is a new one to the new style, the new style is a new one to the new style.

- DEEP IN THE HEART
OF TEXAS.....Columbia 3523**
DEEP IN THE HEART OF TEXAS (Deep Heart).....Columbia 3523
DEEP IN THE HEART OF TEXAS (Deep Heart).....Columbia 3523

And member people people giving plenty of ring and spirit to this new style and sound and this time to the new style and sound. Since adds a different note to the song by injecting a bit of the square-dance flavor, providing a new twist and some newness to the old-timey side of the new music. Furthermore, it is a good thing to the new style, the new style is a new one to the new style, the new style is a new one to the new style.

- KISS ME GOOD NIGHT,
SERGEANT MURPHY.....Columbia 3523**
KISS ME GOOD NIGHT, SERGEANT MURPHY (Art Kiser).....Columbia 3523

A beautiful country about any time it is a good one to the new style and sound. Since adds a different note to the song by injecting a bit of the square-dance flavor, providing a new twist and some newness to the old-timey side of the new music. Furthermore, it is a good thing to the new style, the new style is a new one to the new style, the new style is a new one to the new style.

- JERSEY BOULE.....Columbia 3523**
JERSEY BOULE (Benji Goodman).....Columbia 3523
JERSEY BOULE (Benji Goodman).....Columbia 3523

Considering the fact that the new style and sound are particularly new and exciting, a new style and sound. Since adds a different note to the song by injecting a bit of the square-dance flavor, providing a new twist and some newness to the old-timey side of the new music. Furthermore, it is a good thing to the new style, the new style is a new one to the new style, the new style is a new one to the new style.

None in parentheses below values.
Duplicating records are generally
noted in this column.

PART ONE

If the Record Buying Guide also shows records which are being
and that they are in the new style and sound.

THE HEIDI HIT PARADE



Here Are 2 More Great
HITS BY HEIDI
on COLUMBIA records

DEEP IN THE HEART OF TEXAS

BACKED BY — LORETTA
On COLUMBIA 36525

MOONLIGHT COCKTAIL

Featuring
Frankie Carlo

BACKED BY — THE WHIS-
TLING COWBOY On
COLUMBIA 36512

Get These Two New
Columbia Winners by
Loretta and His
Musical Knights for All
Your Machines TODAY!

The Billboard Association Awards



News Notes

Spencer Kays signed his first picture contract last week. It's with 20th Century-Fox and the vehicle will be Spence Kays' new film, "Shakedown." Expected Kays will get \$10,000 for his work in it. . . . Spencer met Kay McKinley, who recently left the Will Bradley band, in one of his new bands and released before the end of the month. . . . Alvin Karp has been given an important job in the Texas Rangers as a result of his big recording of "Step in the Heat of the Day." . . . The magnificent Arco Show opened a grand marriage last Tuesday. Gal was Elizabeth Jane Karp, daughter of James Karp, the composer. They were married in Young, Ala. Lawrence Wells has bought himself a home in River Forest, Ill., south of Chicago. Warner just finished a week of dates around Boston. He had Eastern Week. . . . Duffy Green and his band have continued from the Shakedown to the Blue band. St. Charles' new disk artist. . . . Oscar Fox on the West Coast should win the first that Bob Calverly will win at the San Antonio, Golden City, Col., for six weeks starting July 8. It's the bi-decade month's first appearance and that way in many years and should have his place made above plane. . . . Tommy Dorsey's vocalist, George White, has had to leave the staff's temporary location of Chicago. . . . Andrews Sisters hit a new high for Radio and all a theater engagement when they pulled out of the Chicago Theater in the Woods City with \$7,750 as a result of a record-breaking show. . . . Bobbie's film, "Dorothy Gale," has been released, featuring Judy Canova and Jimmy Hunt and his band. . . . Standard Photos has a new vehicle for the system. Along with its regular lineup of one release and just release, one includes the best to record of the hit films in its catalog.

Release Previews

Whee and Paul The Two Kings are John McVie's latest recordings for Decca. . . . The Good-Byes, vocal quartet, on the Standard label, had a double release with Alice on the Fred and Les Apo last night. . . . Doris will come to us with Al Cooper's song of Paul for Decca and The Scholastic's disk, "A Midway Street." . . . Let's All Share in the Charlie's first release on his new Riverside record.

Territorial Favorites

INDEPENDENT is a list of reports from operators in various sections of the country who have purchased certain records as local favorites in addition to the national listings listed in the Record Buying Guide:

CHARLOTTE, N. C.: Frankie and Johnny. Guy Lombardo.

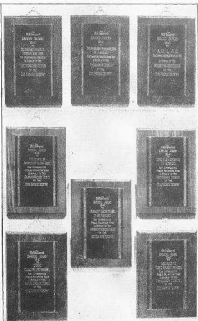
A sweet melody has gotten out here, with maestro Lombardo setting this old favorite on the other side of Alice in the World. The Frankie and Johnny side is actually doing a good job of selling; job for operators here, according to their reports. Lombardo's version is done with a lot of the old-fashioned ballad touch, and it should become a good investment for the operator.

PHOENIX, ARIZ.: Min You. Freddy Martin.

This ballad has been around a while and may still have a chance of riding high out of this area. The Min You version is doing a job for coin phonograph operators here. Then that Martin has the popular disk riding on the other side may have helped. At any rate, it's still a tune to consider in figuring out the machine program.

DENVER: Sweetheart. Eddy Duchin.

Another ballad that is making slow progress on the western hit list, but which now shows up as a record machine operator in Denver. Many operators have purchased the number, but in this town the operators say Eddy Duchin is the (see TALENT AND TUNES on page 74)



These are the plaques now on their way to the 1942 winners of The Billboard Association Awards for outstanding public relations work in behalf of the coin machine industry.

Top three plaques were awarded to the Maryland Automatic Merchandising Association, the Photograph Merchants' Association of Cleveland and to the Associated Operators of Los Angeles County, Inc., who were adjudged winners of the grand awards in their respective fields. These plaques measure 15 by 10 inches, are fashioned of non-ferrous "sun-ray" metal, hand engraved and mounted on fine-grained, highly polished choice walnut.

The five plaques grouped at the bottom were special awards given to the Minneapolis Amusement Games Association and the Amusement Merchants' Association of San Francisco in the games field, the United Music Operators of Michigan and the Arkansas Music Operators' Association in the music machine division, and to the Ohio Cigarette Vendors' Association in the vending machine field in recognition of their outstanding public relation activities.

These plaques measure 15 by 5 inches and, like the grand awards, are of non-ferrous "sun-ray" metal, hand engraved and mounted on finest grade walnut.

Competition for the 1942 association awards already has begun. Associations are filing detailed reports of all their public relations work. This material is being kept in the Chicago office of The Billboard until the end of the year, when the judges will choose the 1942 winners.

This competition is open to all bona fide coin machine associations. Its purpose is to stimulate constructive public relations work in behalf of the coin machine industry.

St. John, N. B.

DR. JOHN N. B. MASON Y-A PHOTOGRAPH, mounted in the new Amusement Arcade, Boston, is being featured and is doing good business.

P. J. Elliott, Amhurst, N. H., has placed a claim before the Dominion government. He had been granted a certificate of ownership of 10,000 shares of the Dominion of New Brunswick, including a coin machine show by orders at Truro, N. S. His claim was for \$12,000.

Included in the list of awards going through the coin machine entertainment show from the coin industry is becoming. The demand for the coin is unusual in the money and all the money working at capacity or above it. For many years up to 1940 thousands of coins were used and the demand had little operating money. There is a likelihood of more, provided for this year at all the coin.

Get
SET

—to soar to Sky-high profits
with

SKYLARK

It's the brand-new ballad hit
recorded by

"That ace drummer man"

Gene
KRUPA
AND HIS ORCHESTRA
on Okeh 6607

The sky's the limit on SKYLARK!
Better see your Okeh distributor today!

KAY WYSEY (Columbia 36526)
Key Wytsey Love You—PT. VO. Blue
I Love It Best—PT. VO.

There are two songs that promise to finger in public ears, and Kay Wysey has a fine vocal and instrumental duet. Most notable is her treatment of the swinging blues rhythm duet on the A side. Has a hard sound and comes back in a whisper and then releases the appeal of the vocal instrument carried melody in the bridge and Harry has a hard sound of brass blues. It's all taken in a moderate tempo and with a lot of 12/8 and 16/8. The bridge is a little more like the A side. The bridge is a little more like the A side. The bridge is a little more like the A side.

It would take a tip of a toe to divide each of the sides should go up in the air. Both are good and have a hard sound. The bridge is a little more like the A side. The bridge is a little more like the A side. The bridge is a little more like the A side.

PAUL WHITEMAN (Vocal 23801)
A Soul Sing—PT. VO. Well-Bigger's
Well-Bigger's

These sides bring back Paul Whiteman to the music, this time to the land where he originally played his swinging tunes. It's a hard sound that's in the background. The first gets off in high gear as the band leads the opening chorus. The bridge is a little more like the A side. The bridge is a little more like the A side. The bridge is a little more like the A side.

These sides bring back Paul Whiteman to the music, this time to the land where he originally played his swinging tunes. It's a hard sound that's in the background. The first gets off in high gear as the band leads the opening chorus. The bridge is a little more like the A side. The bridge is a little more like the A side. The bridge is a little more like the A side.

CARSON ROBINSON (Bluebird 11459)
11460
Remember's Letter to Alice—PT. V. 11459
Key's Reply to Remember's Letter—PT. V. 11459
Key's Reply to Remember's Letter—PT. V. 11459
Key's Reply to Remember's Letter—PT. V. 11459

At some point on this side, it's all over the air, the singing, the music, and the sound. The first gets off in high gear as the band leads the opening chorus. The bridge is a little more like the A side. The bridge is a little more like the A side. The bridge is a little more like the A side.

Let's Hit in Tunes
ELITE RECORD
 5017
MOONLIGHT COCKTAIL
 • backed by
SING ME A SONG OF THE ISLANDS
 Dolly Down and her
 Dances Patrol Orchestra
 Sun Beat 5017, Sun Beat 5017
 Your 5017, Sun Beat 5017
CLASSIC RECORD CO.
 1 N. 4th St. NEW YORK

on the RECORD

A solid version of the latest record, showing both the vocal and instrumental sides. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

CLAUDE THORNHILL (Columbia 36527)
The Lamp of Alchemy—PT. VO. 36527
36527

The distinctive initial style developed by Claude Thornhill, emphasizing the orchestral piano tone against a brisk back of swing blues to give a more light music tone, is used to excellent advantage for these two sides. Thornhill's style is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

Appeal of these sides is the main line. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

BETTY JANE BRODIE (Decca 4186)
I Don't Want to Walk Without You—PT. V. 4186
I Don't Want to Walk Without You—PT. V. 4186

Distinction of these sides is the first. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

The singing is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

TOM MARTIN (Decca 4185)
On My Mind—PT. V. 4185
On My Mind—PT. V. 4185

Most surprising singing, entirely new at Martin, is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

Appeal of these sides is the main line. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

JOE REICHMAN (Victor 278001)
A Flying Start—PT. VO. 278001
A Flying Start—PT. VO. 278001

Two of the latest crop of records are good and one from the following bands of members Reichman, an excellent pointing off both sides, with deep hard sound and a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

DOCK ROBERTSON (Decca 4189)
On the Street of Angels—PT. VO. 4189
On the Street of Angels—PT. VO. 4189

While Peter Worrell's male poetry on the A side has failed to carry on the street, the vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

EDDY HOWARD (Bluebird 16328)
She's a Song of the Islands—PT. VO. 16328
She's a Song of the Islands—PT. VO. 16328

Impassioned charm of these two sides is emphasized in Eddy Howard's singing. A hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

Both sides are a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

TONY PASTOR (Bluebird 11467)
Let Me—PT. VO. 11467
Let Me—PT. VO. 11467

Polishing up his rhythm, Tony Pastor manages to give a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

These two are a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound. The vocal is a hard sound and the instrumental is a hard sound.

TALENT AND TUNES
 (Continued from page 73)
 are in demand by the music publishers

MANCHESTER, N. H.
 We're the Couple in the Castle.
 Glenn Miller.

The death of Melrose is a great loss to the country of the New England. The death of Melrose is a great loss to the country of the New England. The death of Melrose is a great loss to the country of the New England.

Note
 For a complete listing of songs and artists, see the full advertisement in the week ending March 7 and the week ending March 14, 1962.

JOHNNY (DECA) DETAIL, center, and his two brothers, Joe Martin and Donald, are in the picture. They are in the picture. They are in the picture.

JOHNNY (DECA) DETAIL, center, and his two brothers, Joe Martin and Donald, are in the picture. They are in the picture. They are in the picture.

PIN GAME FOES LA BASTED

Newspapers Take Up Fight For Games on Editorial Page

Camden Courier-Post, Montgomery (Ala.) Advertiser, Cincinnati Post and others speak out in behalf of coin-operated amusements

CHICAGO, March 7.—No main newspaper publicity has resulted from the closing of some few cities to games that many members of the trade who are in the thick of such fights are beginning to believe that the whole country is "down on the coin machine industry." Editorialists have begun to appear in many papers in the past few weeks, pointing out the vital need for simple amusements during the present crisis. Foremost of those appearing in The Camden Courier-Post on February 26, in which the paper took exception to the rating of the New Jersey

Supreme Court in banning pin games. The editorial stated:

Making an Outlaw of the Pinball Machine

"A little machine now and then is tolerated by the wisest men."

"The New Jersey Supreme Court has ruled that pinball machines are gambling devices—whether used for playing or not. The decision is final, under the State Crimes Act."

"But—whether this ruling means in directing New Jersey of these machines is another story."

"The court does not intend the best thing, through the eyes of the human being, that carried with him the admirable proposition to have a little fun now and then. The pinball game is the best game, in Camden (N. J.), more than 44,000 in city limits is paid by these devices."

"Misplaced regulation has been suggested. You don't know of houses being broken up or expense being in the way of a man's savings on these machines."

"We have never considered as vicious the type of machines that offer no gambling feature."

"In that regard, they have even lost of the element of gambling than the ordinary pinballer."

"We don't expect the Supreme Court to reverse the Constitution, but the court could have taken into consideration the fact that a referendum has been held and pinball gaming is a game."

"It is hard to find any consistency in allowing slot-machine gambling on a big scale at one place—then outlawing a machine primarily on the grounds that it could be used for gambling, if some one wanted to make a bet with somebody else on the performance of a machine that, may be, will turn out badly."

"To our mind, the court is inconsistent in the about the same extreme as outlawing slot-machine gaming of two-hundred pinballs."

"The court had enough legal equipment with which to keep its ruling and make whatever these devices which in fact are used for gambling and without games which are used for amusement only."

"Indeed, the court seemed to believe its only course lay between outlawing all pinball machines legal or all slot."

"The decision leaves us much to regret. Between these pinball, slot-machine and non-slot machines, an appeal to the public mind and the slot game."

"The court has not all of our."

"While a lot of people won't agree with the court's attempt to regulate in the situation, we have to hope the pinball ruling will be applied to the Court of Review and Appeals—where a decision can be based upon what's fair and reasonable, instead of what's the technical letter of the law."

Cincinnati Post

In the Cincinnati Post's popular Cincinnati editorial column on March 2 the question is raised of why the city is "not and bothered" down pin games while being so concerned by the slot machine. It, too, makes a strong case that pinball gaming is "worth an hour's thought."

Pinballs

"A proposition, who believes that he himself thinks that pinball machines are valid entertainment, says Cincinnati. It is a game established on the basis of the obvious virtue of our city authorities in the matter of these machines."

"It is a person given to critical analysis of slot machines as to their amusement value."

"To suppose that a pinball machine has to do with the progress of a slot ball from hole to hole. He has never been able to see what satisfaction anyone gets from the ball falling in the hole or that, even the ball's progress is quite unexciting."

"There then is a large B. too, making the element of excitement. It is the case of many machines happens to get his responsibility (pinball) on No. 47, then that machine can also be called a slot machine. The element of excitement of slotball may be the winning number."

"What trouble the proposition is in

what way is the pinball machine more strict than laws which operate by action of the machine? It does not exist at Reno, being an important element who hold on the wide of the and often has a good laugh. He would like to question to Mayor Stewart, who is chairman of the Council Committee (slot machine) is not and bothered about pinball machines."

Montgomery Advertiser

In the back of the Deep South, re-remembered of the first year and game crusade produced the editorial writer of The Montgomery (Ala.) Advertiser to support it as an indication of war spirit.

War and Pinballs

"That headline and story go hand in hand as indicated by examples from New York of a righteous crusade against pinball machines, which are estimated to number more than 11,000 in the metropolitan area, with an annual take of \$20,000,000."

"While this exciting news on pinballs serves of the people's sense of the right and the law, if what they say about New

NO DIFFERENT POST CARD SERIES NOW READY!

for EXHIBIT'S POPULAR POST CARD VENDERS

JUST RELEASED
 NEW! NEW! NEW! NEW! NEW! NEW!
 LUCKY DICKS, NEW! NEW! NEW! NEW!
 ...USED OF FINEST ... NEW! NEW!
 ...USED OF FINEST ... NEW!
WRITE for BIG ILLUSTRATED CIRCULAR
EXHIBIT SUPPLY COMPANY
 4121-26 W. LAKI ST.-CHICAGO
ALSO 45 DIFFERENT PENNY ARCADE MACHINES

YOUR CHOICE \$14.45 EACH

Billy Beatty	Barbara
Franklin	Laurel
Wally	Ann
Billy Beatty	Ann
Billy Beatty	Ann
Billy Beatty	Ann
Billy Beatty	Ann
Billy Beatty	Ann
Billy Beatty	Ann
Billy Beatty	Ann

WRITE DIRECT
SEIDEN DISTRIBUTING CO.
 1230 BROADWAY ALBANY, N. Y.
 Phone 4-3100

LANE JASPER
 He makes the perfect address at
McCALL NOVELTY CO.
 9147 Lenoir St. ST. LOUIS, MO.
 (Phone Jefferson 1641)

OUT THEY GO!

SPECIAL WHILE THEY LAST!

A Limited Number of

MILLS THRONE OF MUSIC
\$125.00

CAN BE HAD IN NEWLY REFINISHED MARBEGLOW OR NATURAL FINISH

A-No. 1 Condition. Ready for Location.

State Finish Wanted.

Terms—1/2 With Order, Balance Sight Draft.

Write Today for New List.

4 BIG OFFICES **Southern AUTOMATIC MUSIC CO.**
 140 E. BROAD ST. CHICAGO, ILL. 121 E. LEXING ST. CHICAGO, ILL. 110 W. WABASH ST. CHICAGO, ILL. 425 BRAD ST. CHICAGO, ILL.

It's got what it takes!
BIG TANK

BIG TANK ... Just one in a fleet of top performers ... It's one of the finest money-makers that ever came rattling year after year! Customers will thrill to its blaring action ... YOU will marvel at its speedy results!
1000 RE Holes ... 5¢ Per Sale ... Slot Symbols
Takes in \$50.00 ... Total Average Payout \$23.50
Total Average Profit Including Re Arrangement \$26.50
TRUCK DIE-CUT BOARD
 (If desired with the Machine, please specify when ordering.)

SUPERIOR PRODUCTS 14 N. PEGORIA ST. CHICAGO, ILL.

DAVE SIMON
 119 ALLYN STREET HARTFORD, CONN.
 (REAR OF OFFICE) PHONE HARTFORD 2-3406
 NEW YORK OFFICES AND SHOWROOMS AT 599 10TH AVENUE
 PHONE: PENN 4-9495
 EXHIBIT SUPPLY CO. Distributors for S. H. KEMER & CO.

America speaks! Answer the call of your country by buying Deluxe Savings Bonds and Stamps for its protection and defense.

YANKEE TRADER

Sensational New Sales Unit!



*PLACE IT ON EVERY COUNTER IN YOUR TERRITORY

There Is A Triple Thrill For The Consumer In Yankee Trader!

1. The thrill of unknown price — he may pay only a few cents.
2. The thrill of winning when he pulls an even number (his chance of winning is 1 out of 2—but he gets the same thrill in winning that he would were his chance 1 out of 100).
3. The thrill of opening his sealed package with number corresponding to winning ball and receiving an article of merchandise which, in every instance, is tremendous value for amount expended.

50 WINNERS
PLUS 2 SPECIAL PRIZES
FOR LAST 3 PULLS
ALL EVEN NUMBERS WIN
ARTICLES OF GREAT VALUE
53 DIFFERENT ARTICLES
IN EACH UNIT
(No Two Articles Alike)

YANKEE TRADER introduced has 100 pulls numbered from 1 to 100. On numbers 1 to 50 consumer pays retailer same amount as number he pulls. On numbers 51 to 100 consumer pays retailer 35c.

1 Unit Yankee Trader

Retailer Takes in.....\$25.65
Operator's Price to Retailer.....18.50
RETAILER'S PROFIT.....\$ 7.15
Cost to Operator.....\$13.50
OPERATOR'S PROFIT \$ 5.00

53 ARTICLES OF GREAT VALUE,
EACH IN SEALED AND
NUMBERED CARTON.

Yankee Trader

Pocket Toilet Kits

Cigarette Cases

Perfumes and Cosmetics

Silk Handkerchiefs

Safety Razors

Cigar Lighters

Ladies Costume Jewelry

Valuable Gift Novelties

UNIQUE AND EXTRAORDINARY ARTICLES OF TREMENDOUS VALUE FOR JUST A FEW CENTS!

The Number You Pull Is the Number of the Article You Receive

ALL EVEN NUMBERS WIN

YOU PAY 35c AMOUNT ALL NUMBERS YOU PULL

1c to 30c

ASTOUNDING MERCHANDISE

Yankee Trader

Pocket Knives

Fountain Pens

Smoking Pipes

Sporting Goods

Silk Neckwear

Men's Jewelry

Cigarette Holders

Unique Personal Articles

SPECIAL PRICE FOR EACH OF LAST THREE PULLS!

ALL
EVEN
NUMBERS
WIN!

LAST PULL PRIZES ARE IN ADDITION TO EVEN NUMBER AWARDS

ALL NUMBERS WIN 1c to 30c

Punchboard and Money-Board Men
Here's a proposition that you can place in every tavern and cafe in your territory. The turnover is almost immediate and the profits enormous — NOW WHEN YOU NEED PROFITS.

This product has been on the market only 60 United States still in most instances Yankee Trader sells out usual for a single location to tell 8 or

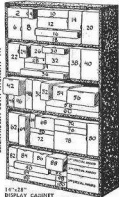
Coin Machine Operators
You can add some thousands of dollars to your income in a minimum length of time by placing Yankee Trader in your regular locations. You will be attended by the tremendous receipts achieved!
days. 90% of the territory throughout the absolutely virgin.
completely in less than 12 hours. It is very 10 consecutive units of Yankee Trader.

UNIT OF YANKEE TRADER
Lustrous Reddy Yankee Trader Salesboard
1100 Pull-Take Numbered from 1 to 100!
Outstanding Leatherette Covered Display Cabinet
Packed with 53 Individually Sealed and Numbered Packages.
Each Containing an Article of Extraordinary Value

WE GUARANTEE THE SALE OF YANKEE TRADER TO YOU—AND THRU YOU TO THE RETAILER
We will accept back at any time either complete or partial value for full refund.
YANKEE TRADER \$13.50 PER UNIT—
EXPRESS FREIGHT
20% Deposit Required—C. O. D. Balance

YANKEE TRADER, INC.

1135 BELMONT AVENUE
CHICAGO, ILL.



14"x28"
DISPLAY CABINET
RED LEATHERETTE COVERED

**"I'm planning for
a banner Spring and
Summer Season!"**



**Please tell me:
What coin machines you have and will sell me**

Each spring I need a large quantity of new and used machines for my seasonal locations at resorts, beaches, along boardwalks, in summer dance halls, on park, fair and carnival midways. Yes, I am one of those operators who require machines of all kinds at this season of the year—arcade machines, rifle machines, consoles, pin tables, skill games and a great variety of machines operating for pennies, nickels, dimes and quarters.

I am only one of several thousand operators who will be in need of machines for these special locations and who look to The Billboard, especially at this time of the year, for new machines and bargains in used machines.

For years—ever since I entered this business—I have been depending upon The Billboard to give me all sorts of necessary information for the successful operation of amusement enterprises, and I know The Billboard has been furnishing a service of this kind for forty-seven years. The Billboard's Big Annual Spring Special is a regular "Catalog Number"—an issue I refer to thruout the year whenever I fail to find what I want in the current issues.

I'm putting this message in The Billboard just two weeks before publication date this year because I want to be sure some of you coin machine manufacturers, distributors and jobbers don't get the idea that outdoor places of amusements will not operate as usual this year. Sure, we expect to have our headaches with operations in these places, but we'll take care of those. What we want to be sure of is plenty of machines to take care of the public's demand to play in recreation centers. Let us know thru The Billboard what we can buy from you. We are depending upon the Spring Special of The Billboard to carry a large volume of Coin Machine Advertising on both new and used machines.

FOR IMMEDIATE SALES ADVERTISE IN THE BILLBOARD'S SPRING SPECIAL

You will get the regular 100% coverage of the Coin Machine Industry when thousands of seasonal extra locations are being made ready, plus an added distribution among every Amusement Park Manager, Outdoor Showman, Concessioner and others. But **THERE WILL BE NO ADVANCE IN OUR ADVERTISING RATES.**

Don't miss this opportunity. Plan now to present your message to this large cash-with-order market that can only be reached thru The Billboard. Send your advertising copy today. The issue will start to press Wednesday, March 18.

The Billboard Publishing Company, 25 Opera Place, Cincinnati, Ohio

AMERICA'S No. 1 MACHINE

Chicago Coin's HOCKEY

ALL STAR

Why? Because Arcade and location also say it's the perfect game for them.

Why? Because it's 100% skill—100% fun. And remember it is lucrative too.

Why? Because it is making tremendous profits everywhere on all locations.

Why? Because it is made to give years and years of dependable service.

ATTENTION! a few distributorships still open!

CHICAGO COIN MACHINE COMPANY
1705 DIVERSITY AVENUE, CHICAGO, ILL.



STILL DELIVERING Chicago Coin's ALL STAR HOCKEY SPECIALS FOR THIS WEEK!

WIDE MEX	100.00	DELIVERED	100.00	SPORT PARADE	100.00
FOUR HOKES	25.00	DELIVERED	25.00	SNAPPY '91	100.00
100 Dimes, Release	10.00	100 Dimes, Release	10.00		

SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

★ ★ ★ NATIONAL SPECIAL BARGAINS! ★ ★ ★

5-BALL POOL FINE GAME			
SEC. Action	50.00	5-B. 100.00	
SEC. Action	45.00	5-B. 100.00	
SEC. Action	40.00	5-B. 100.00	
SEC. Action	35.00	5-B. 100.00	
SEC. Action	30.00	5-B. 100.00	
SEC. Action	25.00	5-B. 100.00	
SEC. Action	20.00	5-B. 100.00	
SEC. Action	15.00	5-B. 100.00	
SEC. Action	10.00	5-B. 100.00	
SEC. Action	5.00	5-B. 100.00	

BRAND NEW
GOTTILIEF FIVE AND TEN \$135.50

CONSIDER
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50
Justine's Five and Ten \$135.50

NATIONAL COIN MACHINE EXCHANGE
1415-15 DIVERSITY BLVD. (Phone: EUGENE 4411) CHICAGO

PRICED FOR QUICK SALE!

ALL COMPLETE—READY TO SHIP			
A. B. S. Machine	45.00	5-B. 100.00	
A. B. S. Machine	40.00	5-B. 100.00	
A. B. S. Machine	35.00	5-B. 100.00	
A. B. S. Machine	30.00	5-B. 100.00	
A. B. S. Machine	25.00	5-B. 100.00	
A. B. S. Machine	20.00	5-B. 100.00	
A. B. S. Machine	15.00	5-B. 100.00	
A. B. S. Machine	10.00	5-B. 100.00	
A. B. S. Machine	5.00	5-B. 100.00	
A. B. S. Machine	0.00	5-B. 100.00	

ATLANTIC VENDING CO. 600 ATLANTIC AVE., BROOKLYN, N. Y. (Phone: NOLAN 4100)

SAVE WITH "SHUGY"!!!
GREATEST SALE IN ALL OUR HISTORY!
EVERY MACHINE GUARANTEED READY FOR IMMEDIATE SHIPMENT! RUSH YOUR ORDER!

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